

in some cases it is an easy matter. Many factors, both seen and unseen, must be taken under consideration when calculating the odds of success or failure for a given fashioned memetic structure.

The man of the masses is able to create fashioned memetic structures and download them into the ideosphere, following the same general rules discussed above. These fashioned memes of the masses are very prevalent. The memetic structures and thought viruses (the mental programming and sociocultural conditioning) which form the framework and contents of the mind of the man of the masses are constantly being downloaded into the ideosphere as the extremely powerful ideal type (an ideal type is a dominant memetic structure) thought viruses seek to replicate themselves into uninfected minds. But these so-called fashioned memes of the masses could be more correctly labeled spontaneous memes, for though the creator consciously thinks a willful and original memetic structure is being produced, the creator's actual conscious mind is not really their own. The man of the masses thinks the thoughts of others because he has been programmed to do so, thus he mistakenly believes the memetic structures he creates are the result of his own considerations.

Only when a mind has been purified to a high degree from the programmatic influences of the RSM can any memetic structure of willful creation correctly be labeled fashioned. Where a man of the masses fashions his memes according to what he has been programmed to see, the individual fashions memes seeing all that the man of the masses can see, and all that he cannot as well. An individual operates with an understanding of the entire sociocultural system while a man of the masses works within preprogrammed boundaries.

There are several types of fashioned memes. The following categories are defined only to allow the reader a better understanding of the topic at hand, though it is important to note that many memetic structures will fall into the gray zone between categories.

### Attack Memes

Attack memes are memes fashioned to attack individuals or portions of the RSM. Attack memes are extremely prevalent. If an individual has any social relations they will likely be the target of numerous attack memes on a daily basis. The most powerful attack memes are usually thought viruses which attack any deviation from prescribed methods of action. Such attack memes play a vital role in forcing conformity within social systems.

For instance, if Person A had a sexual relationship with Person B who was under the control of a

->reproduction is the most important element in life<-

memetic structure, and Person A casually suggested to his mate that he never wished to have children, he would stand a very good chance of activating the programming in Person B's mind, causing Person B to launch a memetic attack on Person A. The memetic structure dominating Person B's mind takes note of Person A's deviation from acceptable methods of behavior, and categorizes Person A's behavior as a threat. The

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memetic structure is an aggressive thought virus which attempts to subdue threats in the most effective manner available within the dynamics of a given situation. The particular attack meme Person B chooses to utilize will depend on the situation as seen through the memetic eyes of the ->reproduction is the most important element in life<- meme.

If Person A is in the presence of a large group of people, the attack meme activated will likely be fashioned toward lowering the offender's status in the eyes of the other people present. This lowers the possibility the offender's offense might be observed and copied. Thus, such an attack would likely take the form of a status strike or insult, an example of which might be:

Attack Meme = ->anyone who does not wish to have children is not a real man<-

This attack plays on another socially prevalent meme which attempts to define what a man